



# How To Make More Money On eBay

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## **1-1. Learning The Basics Of eBay**

### **Getting Started With eBay Selling**

When you decide to sell something on eBay, it is wise to learn all the basics first.

That way, you'll be able to surge ahead with no frustrating hold-ups.

The first thing you will need to do is register.

This is quite easy when you follow the instructions carefully and better still, it is free.

There are a few points to adhere to, to register.

### **Details You Will Require**

You must give a correct email address.

If you don't, you will not be able to register.

If your email address is from a free source, eg. Hotmail.com, it will not be suitable to verify your identity, so you will need to use a credit or debit card to do so.

It is quite safe and will not be charged without your express permission, at any time.

If you feel uncomfortable using your card, then you'll need to use a different email address – one from a paid Internet provider, a school or a company.

### **Verify Your Details**

For selling purposes, eBay need to have both your credit/debit card and your checking account details.

If you don't want to provide this, then it may be possible to use a service such as ID\_Verify to verify your identification details, instead.

This is done online and all you do is answer a series of questions that help to establish your identity.

It will cost 5 US dollars.

## **Lay Of The Land**

Even before you have registered, you'll be able to find out a lot about eBay basics by simply surfing the website.

You'll find out that eBay does not buy or sell anything for you. When you sell things on eBay, you just use the facilities they provide.

You will need to pay them seller fees.

To do this you can use your PayPal account, checking account (direct pay), credit card or by check or money order.

## **PayPal Account**

If you don't have a PayPal account, consider getting one.

It's free and you'll be able to accept credit card and electronic check payments online from your customers quickly and easily.

For this function to be activated, you'll need a Premier Grade account.

## **Other Things You Will Need**

Other things a seller needs to do are:

*Inspect the article to make sure it is clean and free from flaws*

*Photograph the article so that the buyer will be able to see what is offered. This can be done with a digital camera or an ordinary camera and scanner.*

*Write an accurate description of the article.*

*Weigh the article to calculate freight costs.*

*Have adequate packaging on hand.*

## **Other Information Sources**

Joining the discussion groups in the forums is also a good way to find out details of anything you may be wondering about.

It is also possible to get a free telephone consultation with eBay experts if you run into problems or simply need advice.

## **1-2. Learn The Ropes In Discussion Groups And Forums**

### **Discussion Groups**

When you have a query about selling on eBay that is difficult to find an answer for anywhere else, it's a good idea to ask about it at one of the many discussion groups or forums.

For a start, you can be sure that your problem is not totally unique. Someone, somewhere will have had that very same problem or query and asked it at the forum.

Many people who have worked out solutions to their own problems are willing to tell you how they solved it.

Even if their reply is suited to your conditions, you will usually be able to work out what to do after reading their advice.

### **Experienced Moderators**

Experienced staff moderators are also watching the forums to answer any questions and help solve problems.

Sometimes, you may have missed some important information in your surfing of eBay's rules and regulations and the answer in the forum will be just what you needed.

The discussion boards are divided into three categories:

\*\* *Community Help Boards*

\*\* *General Discussion Boards*

\*\* *Category Specific Discussion Boards*

## **Community Board**

You can access these and other chat rooms from the Community Board Home Page.

There is also the workshops Board, and eBay Giving works from the same page.

eBay also provides an Online Help Link that will help you find the answer to just about any problem.

If you are new to eBay, it is advisable to take the guided tour from the eBay Learning Center.

## **Contact Us**

Then there is the Contact Us link if the problem is not resolved.

Discussion groups have been formed on a great many subjects, some completely unrelated to selling or buying on eBay.

They are fun to use and offer friendly comment and advice on a great many topics.

## **Invaluable Support**

The more you use these and other discussion groups and forums, the more you will familiarize yourself with the rules and regulations of selling on eBay.

For the newbie at eBay, discussion boards and forums offer not only advice, but also invaluable support.

There will be many hints on the best selling techniques, packaging, insurance, return policies, guarantees, what to sell and where to source it from, that you may not get from reading a list of rules.

## **Give It A Try**

So when you have a spare minute, it is wise to surf through the discussion boards and forums.

You will be quite likely to pick up information that you'll need further down the track.

Knowing it ahead of time will save you much time and frustration.

## **1-3. What Price Should You Start At**

### **Research**

To decide what price you should start your bidding at, you'll need to do some research.

Look at other similar items being sold on eBay to get an idea of the going price.

Find out your likely freight or postal charges and the cost of packaging too, if you are going to add that to the cost.

### **Research Wizard**

The Market Research Wizard that eBay provides is an excellent tool to help you research not only the price of your product, but what products will sell profitably on eBay.

Researching the historical price of similar items in the completed listings section will aid you in the decision of what price to start your bidding at.

Once you have a fair idea of what prices others have asked, you can set your own price a little lower.

### **Buyer Frenzy**

One of the basic principles of auction is to get your prospective buyers excited about the item and eager to jump in and purchase it before their competitors.

One of the best ways to do this is to lower the starting price. This will get buyers interested and once the bidding starts you may end up getting an even higher price than you expected.

### **About Reserves**

A listing with a 'No Reserve' notice usually attracts buyer interest because the buyer knows they will win if their bid is the highest.

If there is a reserve on the item and the buyer does not know, he will assume the seller is asking too high a price and move on to greener fields.

If you are concerned about a minimum price, you should set your price a little higher.

### **Low Start**

Some experts declare that you should start your bidding price at only one dollar to get your buyers excited and start a bidding frenzy.

This might work in some cases, but if you do it too much, people will get to know and most feel it is a bit on the 'cheating' side.

They know you really do want more than a dollar for the product.

### **Fair Start**

And what if you only get one bid?

It will be a bit silly to sell an item for one or two dollars if it cost you ten.

The best thing is to start the bidding at a fair and reasonable price, the price you would be happy to walkaway with, having counted your costs first.

This will keep the bidder happy and anything over and above that will be a bonus.

## **1-4. How To Start A Bidding Frenzy**

## **Create A Bidding Frenzy**

There are a number of things that will help to create a bidding frenzy for the item you want to sell on eBay.

Of course, you must research your market and find out just what is selling well.

Choose your product carefully.

## **Popular Or Niche?**

If you pick something that is popular, remember that you will have lots of competition.

A niche market might give good returns but there is nothing to replace your own research.

Fad items might bring in a great return, but don't forget that what burns brightest usually burns out the most quickly.

## **Select The Category**

Selecting a site to sell on is important. There are other sites and some have a slightly different slant than eBay.

Once you have chosen your product and are sure it will sell well, you need to list it in the right category, then you must write the ad copy.

Be very specific in your ad.

If you have a collector's antique toy car, don't just say 'a car', tell about the make, model, color and condition.

## **Tell A Story**

If you find your listing is getting plenty of looks but no bids, tell a story about the product.

A true one, of course.

It could have an interesting story attached to it or how it came into yours or the previous owners possession.

If it has a dent or flaw in it, that could make a good story.

## **Auction Types**

Decide how you are going to sell it.

eBay has four options: regular listings, reserve price auctions, Dutch auctions or featured items.

Make sure you take photos of your item. Products sell much better if there is a photo attached.

Who wants to buy blind?

Statistics show that people will pay 10% more for a product accompanied by a photo.

## **We All Love A Bargain**

Start your bidding price at one dollar. Everyone loves a bargain and this will interest buyers.

If you also have a 'no reserve' tag on it, people will be more likely to jump in and bid in the hopes of getting a bargain.

Never pull out of the auction early. Many people wait until the last minute to place their bids, so if you pull the plug, you could be missing out on vital bids.

## **Selling Online**

Selling online is a business just like any other.

You need to educate yourself as much as possible to have success, and don't rely on chance to do it for you.

Some people may certainly hit a winner by chance, but that's the luck of the game.

In most cases, you make your own luck.

## **1-5. How To Prevent Your eBay Business From Taking Over Your Life**

### **Balance And Delegate**

Once you begin a successful career selling on eBay you might find that it is eating into your family time and generally taking over your life, so what can you do to prevent this?

One of the main things you must learn to be successful in business is to delegate responsibility.

If you are working in partnership with other people, make sure they take their fair share of the load.

### **Training And Support**

If they need to be trained, see that they get that, then leave them alone to do the job.

Remember there are several great ways to do one job.

Just because they do it a little differently than you do, doesn't mean it won't be done well.

### **Trading Assistant**

Another thing you could do to ease the burden on yourself is to get a Trading Assistant.

Trading Assistants have experience for selling on eBay.

They must meet certain criteria before they are eligible to become Trading Assistants, so you can be sure they know how to handle your business successfully.

### **Helping People**

They are not employed by eBay, they just use eBay to set up their own business, which is helping people like you sell their goods.

And while they are not endorsed by eBay either, eBay retains the right to remove their status if customers complain about their performance.

## **Specialization**

Many Trading Assistants specialize in selling certain types of goods and when you search the eBay directory for a suitable one, the main criteria will be distance.

Trading Assistants handle all the customer questions and problems (if any), they do the shipping and pay the fees.

## **Selling Fees**

They will take their selling fees out of the profits before passing the money on to you, so you can see how having a Trading Assistant will lighten your load.

To see which Trading Assistant would be most suitable to your needs, you can click on their profile and find out what they specialize in, what their fees and requirements are, and what their feedback score is.

## **Delivery**

A Trading Assistant will often pick up your goods, or you can drop it off to them if you prefer.

If it does not sell, they will return it to you, or dispose of it in any other way you would like.

Some offer to donate it to your preferred charity.

It is up to you to discuss all the terms and conditions pertaining to the sale with your Trading Assistant.

## **Clear Communication**

Find out what they require and let them know what you require.

If your communication is clear and you are upfront with all your needs, you should have no trouble.

After all, they are in the job to make money the same as you are.

## **1-6. Why You Need A Good Feedback Score On eBay**

### **Buyer Confidence**

Selling on eBay is the same as selling anywhere else in one respect.

That is, your customers want to know they can trust you. Buyer confidence is crucial to successful selling.

If a buyer has no confidence in you as a seller, they will not buy.

So how can any buyer know what your reputation as a seller on eBay is?

This is provided by feedback.

### **Feedback**

When you have sold an item, the buyer is asked to leave a feedback score for you.

This feedback can be positive, neutral or negative.

If the buyer has had a good buying experience – that is, he received the product in a reasonable time frame, it was in good order and it was exactly what he expected, then he will be likely to leave a good feedback score for you.

This will be seen by other buyers and will establish your reputation as a seller of integrity.

### **Negative Feedback**

If the buyer has had problems, eg, the product was broken due to poor packaging, or it was not as described, then he is likely to leave a negative score.

Other buyers can see this feedback score on every item listing next to your user ID.

Once the feedback score is left, it cannot be deleted and becomes a permanent part of your profile, so it is important to get as good a score as possible.

### **Both Sides**

Of course, it works both ways. Perhaps the buyer will be the one to cause most of the problems by not paying what or when he should.

This will result in the seller giving the buyer a negative score.

The seller can actually prohibit a buyer with a bad reputation from bidding on his products.

So it is in the interests of both parties to settle any problems as quickly and as fairly as possible.

### **Take Care**

It is important to be cautious when leaving feedback reports, especially if you are upset at the result of your transaction.

Since feedback reports are public and permanent, you don't want to leave anything that could give cause for a legal defamation of character case.

eBay has rules about the standard of feedback and is able to remove such comments if they constitute libel.

Members can also be given the opportunity to withdraw their remarks using a special Withdrawal Process.

### **Contact The Other Party**

If you feel unsatisfied with your trading partner's performance, always try and settle the issue before leaving feedback, then make sure it is fair and factual.

## **2-1. How To Make Your Headline Stand Out**

### **The Headline**

When writing ad copy for the products you sell, the most important part is the headline.

The headline is what will attract your potential customer, because it is the biggest font and that is what catches the eye when a person is scanning.

It is also important that your headline then keeps your customer's attention by what it actually says.

### **Inform and Excite!**

A good headline will both inform and excite the customer and will certainly increase your chance of being found and achieving a sale.

You must first be sure that you specify what the article is.

This might seem obvious, but you'd be surprised at the number of people who think "Wow!" is a good title.

"Wow!" does not inform the buyer what the product is, therefore you will be in danger of losing him before you have caught his interest.

### **Consider Keywords**

Another consideration is that buyers type in specific keywords depending on what they are interested in.

No one wants to buy a "Wow!" so that is not a good keyword to have in your title.

You might think that there's no need to repeat the name of your item because after all, it is in the category or sub-category of the selling list, but that does not matter.

You still do need the name of the article and don't worry about a little repetition.

### **Don'ts For Headlines**

You can then add descriptive keywords to give a clearer indication of what you are selling.

A headline that does not state what the item actually is, is an inappropriate one.

Your title should not include any URL or email address and certainly no phone numbers.

The only time a URL may be included is if you are selling a domain name.

## **Don't**

Profane or obscene language must not be included in your headline, or anywhere else in your ad copy.

It is against eBay's rules and will get you banned.

Headlines must not contain words that cast doubt on the legality of the item.

Words like 'banned' or 'illegal' are more than likely to get you banned from selling anything.

## **Avoid Keyword Spamming**

One other no-no is including a brand name that is not applicable to your item.

This is referred to as keyword spamming and eBay does not allow it.

If you try to spam with your keywords, not only will your listing be banned, but you will still be charged the insertion fee.

If you remember these few tips, your headline will soon bring you customers and enhance your selling activities.

## **2-2. Tips For Outsourcing Your eBay Business**

### **Up And Running**

Once you have a good eBay business up and running you might find that it is taking up too much of your time, or something has changed and you are unable to continue, but don't wish to pack it up all together.

You've put a lot of effort into it and are making some money, so it doesn't make sense to just close it down.

What can you do? The answer is outsourcing.

## **Outsourcing**

One way of outsourcing is by using a Trading Assistant.

## **Trading Assistant**

A trading assistant does not work for eBay, neither are they endorsed or approved by them.

Trading Assistants are simply using eBay to advertise and run their operation, just like you have been.

The only thing eBay retains is the ability to remove their profile if some customers have justified complaints about them.

## **Terms**

These assistants may set their own terms and conditions and it is up to you whether to agree with them or not.

If you don't like the fees or terms, there may be room for negotiation. It's up to you to ask.

It is important to communicate clearly and tactfully in your inquiries and make sure you know who is to pay for certain things such as freight and packaging, what the goods selling price is to be and what happens to unsold goods.

## **Trading Assistant Directory**

You will of course, have a say in these decisions.

A Trading Assistant is responsible for seeing that their services to clients are legal.

This might vary depending on the laws of their particular state or country.

To find a suitable Trading Assistant, you need to go to the Trading Assistants Directory, which is where Assistants advertise.

The directory will list all the main features of each Trading Assistant. You will be able to sort out suitable persons by the state they live in, by what type of product they prefer to sell and various other criteria.

Once you have signed an agreement with your chosen Trading Assistant, they are then responsible for everything to do with the sale of the products.

### **Agreed Terms**

They communicate with buyers, they handle the selling process, take charge of receiving buyer feedback and of course they pay the eBay selling fees.

They may or may not pass this cost on to you, depending on the agreement.

## **2-3. Tips For Selling Multiple Items**

### **Multi Listing**

If you are selling for profit, there may come a time when you have a number of identical items that you like to offer.

It would be most time consuming to have to list each one individually, so what can you do? Multiple listings are the answer.

### **Identical Items**

Multiple listings allow you to offer a number of identical items in the one lot.

For convenience, there are three different ways you can sell multiple listings.

### **Fixed Price Listing**

This is where you have many of the same item for sale. You will list the total number of items and the price for each of them.

Buyers can buy however many they want at the set price. This is good for the buyer because they don't have to wait for an auction to end.

The seller must be ID verified to sell in this manner.

If they are not, then their feedback rating must be above 30 and they need to have been registered for at least 14 days.

Or if you have a PayPal account and accept PayPal as the means of payment, then you need only have a feedback rating of 15.

## **Lot Listing**

This is where you sell a case of similar things to the one buyer. For example, a set of 10 records in a collection that you want to sell for an average of \$10 per record.

To sell items as a 'lot' you click on the 'lot' tab in the quantity section.

Then fill out the details by entering the digit '1' in the 'number of lots' box and in the 'number of items' box you list how many items are in the collection, e.g. 10.

You then set the price at \$100.00

The winning bidder will take all the items.

## **Online Auction**

*Online auction-type listing.*

This works almost the same way as an ordinary online auction. The items are listed with the total number of items and the starting price.

This is what the seller would like for each item. The buyers then bid with the number of items they would like to purchase along with their price.

The highest bid price per item is one that wins, but the buyer does not have to accept the items unless he can get the number he actually wants.

## **Limits**

Sellers are limited to 10 lots of multiple list to prevent one seller from dominating the eBay marketplace and to make it fairer for other sellers.

The seller is not to use multiple seller ID's to get around this rule, or he will risk cancellation of his listing, account suspension and other unpleasant effects.

The only exceptions are for tickets and vehicle light bulbs where you are allowed to have 20 for the latter running simultaneously.

## **2-4. What To Do When Your eBay Buyer Has A Complaint.**

### **Expectations**

Everyone hopes that they will be able to sell successfully without the buyer having any complaint, but in reality, there may come a time when something goes wrong – and you will have to be the one to sort it out.

How you do this will depend partly on the problem, but one thing that will greatly help you out is to write out a resolution plan before the problem even occurs.

It is advisable to do it beforehand, because you will not be emotionally involved and you'll be able to draft out a resolution that moves the buyer towards your goal of a successful sale.

### **Be Prepared**

When you have just received an email that may be accusatory and angry, your first reaction is to say something nasty back.

This won't help to resolve the problem, but if you have the resolution email already drafted, you'll be able to send it off with a click of your mouse and tempers will be smoothed instead of ruffled.

It will also help to preserve your reputation as a seller if you can reply without becoming emotionally involved.

### **Resolution Plan**

This Resolution Plan can be indicated in your listings.

It will help your customers and give them confidence in you if they can see that fair and reasonable dealings have been decided upon upfront.

It also makes it harder for a complaint to be legitimate later on, if all your policies are in plain view of them as they buy.

## **Terms and Conditions**

To find out what you should say in your Resolution Plan, you can go to various discussion boards, other sellers or eBay itself and just change the wording slightly to make it a good fit with what you are selling.

Use similar terms and conditions that are used by sellers you respect.

These will include terms, return policies and guarantees that have been proven to work for them over a number of years.

## **The Value Of The Plan**

Drafting a Resolution Plan in the beginning of your selling venture will not only help you resolve that complaint more quickly, but it will reduce the number of complaints by showing the customer what he should expect.

Your customer will have more faith in you and be more likely to give you good feedback, something that will enhance your reputation. It is important to seek quick settlement of a dispute, because eBay's policy is that it must be settled within 60 days.

## **2-5. How To Find A Supplier.**

### **Find A Wholesaler**

To sell products through eBay - unless you are going to make your own products – you need to be able to access reputable wholesalers.

Don't take just anyone's word that a certain product will sell well on eBay.

There are unreputable dealers out there who are eager to take your money – as much of it as they can, with no guarantee that their product will sell.

You need to be able to source a product and determine the selling potential for yourself.

The place to get wholesale products from is called a Dropshipper.

This means that they will provide single items (called inventory) for you to resell and you don't pay for them first.

Neither do you have to actually ship anything yourself.

## **Source Directory**

So a reputable Dropshipper will not charge you for inventory, will not expect you to hold goods to package and freight and does not have minimum order rules.

The Dropship Source Directory is the place to find reputable Dropshippers.

This is available through a live link on the eBay site.

Your second option is to find a wholesaler who will ship several cases of goods to you at a wholesale price.

## **Store and Forward**

You are then responsible to handle the orders, package and ship the goods to your customers and handle any charge-backs and customer complaints.

You must charge them the retail price, of course, as that's where you will get your profit from.

You'll have to be careful to calculate the freight correctly too, or all your profit might be gobbled up by postage or freight charges.

## **Light Bulk**

The downside of doing business this way is that many wholesalers require an order from you of some thousands of dollars.

This may not be possible if you are just starting out.

The solution to this problem is to find a wholesaler called a Light Bulk Wholesaler.

The term 'Light Bulk' means that this wholesaler is willing to sell you small quantities of new goods with a factory guarantee, at a wholesale price minimum of about \$500.00.

## **eBay Directory**

Once again, eBay has done the hard work for you and provided a live link to a reputable Light Bulk Wholesale Directory.

Of course, you might be able to find a local supplier of certain goods, eg. craft goods, who would be delighted to have you sell for him.

It would then be up to you to go about it all in a professional and businesslike way and draw up the legal agreement necessary about pricing and who would be responsible for freight charges.

### **Start Slowly**

It might be a good idea in this case to only agree on selling just a few items to see how it all goes, not only selling the part, but whether you are compatible business partners.

## **2-6. How To Ship Products To Your Customers.**

### **Important Step**

Whether you are in business selling many items or you are just selling one or two, shipping your goods is one of the most important things for you to do.

There are several aspects of shipping to consider. Firstly, there is the question of packaging the item.

No matter whether it is to go near or far, it will need to be packed in a manner that ensures its safety.

If your item is breakable, allow about 3 inches all the way around your item for padding and use crinkle cardboard for extra strength.

### **Sources of Information**

Bubble wrap and other types of padding will need to be considered to see which is best for your particular product.

Much valuable advice about packaging and where to access it can be found on the eBay forums and Discussion Boards.

Foam peanuts are often used, but they settle in transit, so be sure to overfill the box if using them.

Look on the bottom flap of the box to find the maximum weight and be sure not to exceed it.

### **Industry Strength**

If you use an old box, make sure old labels have been removed and look to see if there is any wear and tear that could reduce its strength.

Clothing and other soft items will not need the same amount of padding as breakables, but still needs to be encased in strong packaging to ensure safe arrival. Clear labels are another necessity.

### **Label Templates**

You can purchase great label templates from eBay or PayPal that will save you time and money. Not having to wait in line at the Post Office for a label will save you hours of time and hassle overall.

Look for the Print Shipping Label link in the item page or the drop-down menu in My eBay. PayPal's link is the 'Ship' button on the account overview page.

### **What Is The Weight?**

Use industrial strength packaging tape, not home masking tape or sticky tape used for kids schoolbooks.

That's not strong enough.

You need your product to look as if a professional has packed it.

Good packaging tape needs to be at least 3 inches wide.

Weighing your product is another priority.

eBay makes this easy for you with an automatic calculator.

### **One More Thing**

All you need to do is add the package size and weight in with your listing and the cost of freight will be listed with your product.

If the customer is to pay this, he will be happy to see the cost upfront.

Make sure you get the name and address right and print it out clearly on the label.

This might seem like a lot of trouble, but it will be worthwhile to gain a happy and satisfied customer who will give you good feedback, thus enhancing your good selling reputation.

## **2-7. How To Write A Winning Ad Copy For Your eBay Items**

### **Buyers Point Of View**

When you are ready to write ad copy for your products you have to look at it from the buyer's point of view.

A buyer who is looking for a certain product will type in the appropriate keyword to find it.

If your ad copy consists of words like 'Wow!' or 'Look at this!' it will cause you to miss out on customers.

### **Describe Your Article**

You need to describe your article so that the buyer knows exactly what is on offer.

You could also include the date it was made and the material it is made from, if it is new or used and if it is still under warranty.

Describe the dimensions/size and if it has any flaws or repairs. Does it have any features that are extraordinary?

What country is it from and what is its history? All of these things can be considered the basic and important stuff you need to write about your product.

### **The Human Touch**

But don't just sound like a sales catalogue. People are attracted by the human voice approach.

They want to feel as if they are dealing with a person, not just a list of features.

Therefore, you could also add any interesting story this item has, how it came into your possession and why you decided to sell it.

### **Your Perspective**

Tell what is especially appealing to you about it, or who you think would benefit from owning it.

If appropriate, say how the item could be used.

You could also ask for feedback after the customer receives their item.

You also need to be clear and specific about the shipping costs and how you wish to receive payment eg. PayPal.

### **Selecting Keywords**

It goes without saying that your ad should be free of spelling and grammatical errors.

When you've finished writing, check for absolute accuracy – have another person check it for you as well.

Two heads are often better than one.

Make sure you haven't put in anything that could be construed as untruthful.

You want to build - and keep - the trust of your customers.

### **Other Details**

Don't use keywords that are inappropriate for your item.

For instance, you should not say something like, "If you like Elvis you'll like this T-shirt".

This is called keyword spamming and is frowned upon by eBay and the search engines.

It is also against eBay's listing policies.

With these few tips in mind, you'll soon be able to write the kind of copy that will bring you many customers.

### **3-1. Big Mistakes You Don't Want To Make On eBay**

#### **Mistakes To Avoid**

Once you have set up your business of selling on eBay it is a wise idea to continue to read and learn all you can about the process.

There are some mistakes you could make when selling on eBay that could cost you money.

Some are quite simple and easy to correct once you know what they are. Here are some samples.

#### **Number 1**

What about photos?

If you think they are unimportant, it could easily cost you the sale. People like to be able to see what they are buying and if you have several photos taken from different angles, so much the better. Another problem is the quality of the photos.

eBay has a list of good advice about the sort of photos that are best. For instance, make sure that you have a plain background so that the product shows up well and there is no confusion as to what you are selling. The simple truth is good clear photos will help you get higher bids.

#### **Number 2**

Using too much animation, colored text and other distractions in an attempt to get the customer to notice you actually works in the opposite way.

It provides great distraction and makes the listing very hard to read. If a customer has clicked on your listing, you already have their attention.

The details then need to be as easy as possible to read and aimed at getting their bid, not their attention.

### **Number 3**

Placing a reserve price on your item is a big mistake.

Potential buyers are scared off when they see the 'reserve not yet met' tag on your listing.

You run the risk of having to sell at a ridiculously low price – and it might just be to some other seller who will sell your product a few days later at the price you should have got for it, had you done it right.

### **Some Others**

There are a few other mistakes you should watch out for.

Not researching the proper value of an item before you buy it to resell at a profit is one.

eBay has tools you can use for research. Learn to use them for your own benefit.

Buying emotionally is another one. If you see something you really, really want, you are likely to pay much more for it than you need to, especially if it's a collectable.

### **Take Note And Change**

A major mistake is failing to take responsibility for your mistakes.

Once you learn what you are doing wrong you can easily change it. Why leave money on the table if you don't have to?

## **3-2. Could You Turn Your eBay Hobby Into A Business?**

### **Convert Your Hobby**

Once the eBay bug has bitten you, you may find you like it so much you want to turn your hobby into a business.

There are some important questions you need to ask yourself before branching out into the small business arena.

### **Question 1**

*Can you organize yourself to start things or do you need to be told to do something?*

When you are in business for yourself, the buck stops with you, but it also starts with you.

You are the only one who can make the decisions and follow through on your specified course of action.

### **Question 2**

*Do you get along with all the different personality types?*

Your business will suffer if you become irritable with people whose personalities differ from yours.

You will come across all sorts of people who may be cranky, unreliable snooty or demanding.

You'll need to be able to keep your cool through all the associated problems these people may cause, or you'll suffer from unbearable stress yourself.

### **Question 3**

*Are you good at organizing?*

Your new small business will need lots of TLC in the form of organizing.

There is finance, inventory, production and schedules to be organized – and that's just a few.

If you are a work from home mom you'll need to organize time, school things and meals around the new schedule.

### **Question 4**

*Are you strong physically and emotionally?*

Running a small business on your own can be wearing and stressful, but if you don't put in those long hours needed, you could be less than successful.

### **Question 5**

*Will you have the support of your spouse and family?*

It's very difficult to start a new business venture with no moral or actual support.

With a supportive spouse to take some of the burden or just to talk things over with you'll find life much easier.

### **Question 6**

*Are you good at delegating?*

Some people feel they need to do everything themselves or it won't get done properly.

Delegation, whether it is of the washing-up or some part of the business is a necessary part of business life.

Train, delegate and then leave them to get on with it – their way.

## **Start Your Own Business**

If you have a deep desire to start your own business, you have the support of your family, you are amenable to advice and training yourself, then the rewards of branching out on your own can be immense.

You get to be your own boss, the profits you make are for yourself rather than someone else, there will be many opportunities to learn new skills and many challenges to face and overcome.

## **No Limits**

Only yourself, not others limit your earning and growth potential.

Starting a new venture can be an exciting adventure for the right person.

### **3-3. How To Copy The Tricks Of eBay Power Sellers**

#### **Power Seller**

What is an eBay Power Seller?

This is a seller who consistently sells high volumes of goods.

They also have a high level of good feedback with a 98% or more positive rating by other eBay users.

Their account is in good financial standing and their compliance rate with all eBay's policies is excellent.

So if you are dealing with a person who is a Power Seller and you'll know by the Power Seller icon in their listing, you'll know you're in good hands.

#### **How To Qualify**

But how does a person get to become a Power Seller?

To start with, they must have been an active member of eBay for at least 90 days, they must have average sales of \$1000 for three consecutive months, achieve a feedback rating of 100 and have an account in good financial standing.

If you are wondering if you might be eligible don't worry, eBay will send you an invitation to join these elite ranks if you qualify.

#### **No Tricks**

Meanwhile, how do you copy their tricks? Really, there's no trick to it.

If you've done your research properly and are successful at selling, all you need to do is be a person of honesty and integrity and the rest will follow.

You need to be the sort of person who naturally upholds eBay's community values, which includes respect for your fellow man, being on time with payments or despatch of goods and make sure you have not violated any strict eBay policies in a 90 day period, or any ordinary policy within a 60 day period.

## **Follow These Steps**

If you do all of these things, you can be sure it won't be long before you receive that coveted email in your inbox.

For a list of tools that may help you reach these Power Seller standards by learning more about selling on eBay, click on the 'Power Seller Resources' page.

Here you'll learn many tips and tricks to help you maintain those selling scores.

## **Power Seller Feedback**

The lists of policies you must not violate to be a Power Seller is available from many of the website's pages.

The Power Seller Feedback Score is calculated differently than the site Feedback rating and Member profile pages.

The total number of positive feedbacks is divided by the total number of Feedback, both positive and negative).

This is a better reflection on whether the Power Seller has a large number of satisfied, repeat buyers.

## **3-4. How To Find Out What eBay Consumers Are Buying**

### **Getting Started**

When you've decided to start up a business selling on eBay, one of the first things you'll need to do is to find out what is a good product to sell.

It's no use trying to sell a product that the eBay consumer is just not interested in.

For instance, suppose you really like birdbaths and you might even make them yourself to sell on eBay.

### **Research**

Are you likely to succeed? No!

You might sell a few perhaps, but it is not likely that you'll be madly successful because if you complete your research you'll find out that eBay consumers in general do not buy birdbaths.

On the other hand, birdbaths tend to sell quite well on one of the other online auction sites.

### **Marketplace Research**

Therefore you must be very particular in researching your product.

If you subscribe to Marketplace Research on eBay, you will gain access to 90 days of historical data on what products sold well and what is presently selling well.

Sales Reports will allow you to track and analyze buying and selling activities. The Buyer Behavior Report will help you to understand buyer behavior and why certain purchases are more popular than others.

### **eBay Solutions Directory**

Don't forget the eBay Solutions Directory that will give data analysis and marketplace research.

This is personalized to give these reports based on your own particular needs. And after you've become quite familiar with these tools you may be ready for the Advance Education provided by Seller Best Practices.

This is a free resource that gives real life examples from some of the most successful sellers on eBay. All this information will help you to understand what eBay consumers are buying most of.

### **Prolific Sellers**

Experts suggest that antiques and collectibles are the most prolific sellers, with sports game tickets running a close second.

To stay on top of what's popular on eBay, get the Hot Items by category monthly downloadable update directly from eBay.

eBay Pulse is a daily report of the top keywords and most watched items on eBay.

## **Merchandising Calendar**

It will also tell you what are the biggest eBay stores either across the site or just in your preferred category.

But there's more!. The Merchandising Calendar will give you advanced warning of upcoming promotions and let you know what items will be spotlighted.

If you use all these tools to your advantage you will soon know what are the hottest items to sell on eBay.

## **3-5. How To Run Your eBay Business Professionally**

### **Running A Business**

When you're running a business you must do so in a way that is professional, otherwise, you won't last long in the business world.

It's the same with an eBay business, If you don't take the time to learn all the ins and outs of the business you will be the loser in the long run.

So how can you be sure to run your eBay business professionally?

Let the professionals help you!

### **Packing And Shipping**

There are many guides and much information on eBay to help you set up your business.

One of the easiest way people can tell if you are a professional is when they receive their goods.

How have you packed and shipped them?

Will the packaging still look good and strong, or will it be fraying and come undone around the corners?

## **Clean And Clear**

Is the box strong and new or have you used some crappy old shoebox that the kids were playing with?

What about the labelling?

Is it clean, clear and typed, or was it a bit of paper torn out of Johnny's old schoolbook?

And that email you sent after the sale (you did send one, didn't you?), was it drafted in whole sentences with a proper beginning and end?

## **Payment Processing**

All these little details are what makes the difference between a professional and an amateur.

The way you accept payment is one of the most important aspects of a professionally run business.

You need to give the customer a choice of how they will pay. Many buyers have credit cards, so you will need to have a safe and secure way to accept this type of payment.

## **PayPal**

Having a PayPal account will enable you to accept credit cards in a safe, easy and secure manner that your buyer will trust.

You won't need a merchant account or gateway and the fees are most reasonable.

In addition, they afford the seller protection of up to \$5000 against credit charge backs and fraudulent transactions.

## **Professionalism**

Professionalism will also save you stress and time.

For instance, waiting in long queues to get your package weighed and mailed can be considered less than professional.

Buy a set of scales, print your own smart labels and save yourself time and money.

You'll be able to send your goods out on a daily basis, another mark of the professional.

### **Processes And Plans**

Another important point is to have a strategy in place for when you start to succeed big time.

Selling more goods requires that you actually have those goods on hand and have the staff to pack and dispense them.

Long delays are unprofessional and will get you a bad feedback score.

There are many other things you can do to make sure your business is professional. Visit the helps and forums found on the eBay website to source other tips.

## **3-6. Laws About Selling Homemade Goods On eBay**

### **Homemade On eBay**

As with all retail businesses, there are certain laws to guide those participating.

If you are thinking about selling homemade goods on eBay, there are laws you must adhere to or risk being banned from selling.

### **Laws**

If your homemade goods are food products, then you have rather more laws to deal with.

These laws will mainly relate to health and safety.

Both federal and state governments regulate food laws, so sellers should make themselves aware of what applies to them.

Before you list your item, click on the Additional Information link to find out whether your particular item is allowed at all.

### **Forbidden Foods**

Violations of the eBay policies pertaining to food will get the seller's account suspended, the listing cancelled, the fees forfeited and the loss of Power Seller status.

Some of the forbidden foods are:

- \* Dairy foods that are not pasteurized.
- \* Wild mushrooms.
- \* Juices that are not heat pasteurized.
- \* Foods where the listings contain drugs claims, eg. If something claims to contain a cure for a disease of some kind.
- \* Pharmaceutical products.

### **Deliveries**

Perishable items may be sold, but the listing should contain information about how the seller will ensure its safe and healthy arrival.

The seller should offer overnight delivery. Foodstuffs should be packaged in properly sealed containers to ensure buyer confidence about product tampering.

They should be delivered well before the marked expiration date.

### **Government Regulations**

Government regulations require all food to be labelled with the ingredients contained in it, the nutritional value and the place it was manufactured.

Make sure all your labels are clear and easy to read. The seller will have to register with or get a licence from health authorities before being able to sell foods. Also, you must be aware that importing or exporting certain foods is

against the law. Any goods that need refrigeration must be delivered in refrigerated vans.

### **Laws About Selling**

Laws about selling homemade crafts and clothing are not so strict, but you still have to be careful to present a professionally made garment or item, or risk losing your sellers reputation.

People prefer to buy clothes with the new tags or labels still on them.

What can you do about this? If you can make garments professionally, you could get your own label. Take great photos of your item and if that is clothing, show a section of the seam so that the buyer can have confidence that it's well made and finished.

## **3-7. Where To Find Dropshippers And How To Avoid Scammers**

### **Dropshipping**

When you decide to sell products on eBay, you may need to source products, unless you make your own.

One of the best sources of products are called Dropshippers.

These are companies who will sell products to you for the wholesale price, so that you can resell them at a profit.

Not only that, but they will in many cases, actually package and post the item to your customer, leaving you more time to spend on the actual selling process.

## **The Right Suppliers**

But where do you find these Dropshippers?

It would be a very hard task to go all over the countryside searching for wholesale companies who are willing to do this for you.

Even if you decide to search via the phone book, it will run into a lot of time and money on phone calls.

## **eBay Directory**

Then, if you find some, how can you be sure that they are truly wholesalers and not about to rip you off by charging you retail prices?

Luckily, eBay has compiled a directory of reputable wholesale dropshippers that you can access from their website.

They have spent a considerable amount of time and effort searching the country for reputable wholesalers.

## **Constant Updates**

They are constantly adding to this list and you can be sure that they are careful about who they allow to be included.

They screen each company and make sure they meet certain criteria before including them.

This goes for Dropshippers and Light Bulk Dropshippers.

## **Buying At The Right Price**

The most important thing for you to remember when selling as a business on eBay is that you don't make money when you sell, **you make it when you buy.**

This means that if you buy for a high price, you are less likely to make a profit on your item.

It is important not to be scammed into thinking you are paying wholesale prices for your goods, when you are paying a retail price.

## **Beware Of Scams**

When your customer comes along, he will have been noticing what the general price is on that product in the shops or even on eBay if others are selling the same thing.

He will not buy from you if your price is higher than others, unless you have a better return policy or some other unique feature.

You should also be aware of other scams such as 'Phishing scams'.

### **Guard Your Personal Info**

Where you receive an email purporting to be from the 'System Administrator' of some place like a bank, IRS, AOL, PayPal or something similar and asking you to perform some urgent maintenance on your account...

### **DON'T DO IT!**

Never give out any personal information over the phone or by email even if you are familiar with the business that is asking for it.

Rather, hang up and ring the business yourself to find out if they have made the request.

## **4-1. What Sells Best On eBay?**

### **What To Sell**

Some people just want to sell that disgusting vase from great-great aunt Emmeline that they have always hated, but if you are looking for a product to sell that will get you a little profit, it is a wise idea to find out what is likely to be the most successful seller on eBay.

You don't want to be stuck for weeks with goods that don't sell well.

So how can you find this out?

### **Research**

You'll need to watch all the ads that are already there.

To do this, login to the buyer's section and see what goods are there.

Don't just notice the ones that are there most often.

It could be they are there because they are not selling quickly.

You'll need to carry out your own little survey over a period of time to see how quickly certain things seem to be selling.

### **What's Hot**

But you want to get started right now and you've no time to spend on surveys.

Then the place for you to go is the 'What's Hot, What's Not?' link on eBay.

This will give you several ways of finding out what is selling well.

You can download PDF file describing hot products which is updated monthly.

### **eBay Pulse**

'eBay Pulse' is another good facility provided by eBay to find out what are the most searched for keywords, biggest eBay stores and most watched items.

You can also ask for the Merchandising Calendar.

This will tell you what items eBay is going to run various seasonal promotions on in the coming months.

Subscribe to Marketplace Research that will give you a list of the previous 90 days of selling activity.

### **Research Wizard**

The Market Research Wizard is also there especially to help you find out what would be a great product to sell and it will also help you determine the profitability of the product.

Then there is the Buyer Behavior Report to tell you what customers buy and why, among other things, and the eBay Solutions Directory that provides marketplace research based on your own needs.

## **Other Resources**

Of course, once you've become a seasoned seller on eBay, you might want to try the resources found under the 'Advanced Education' link.

There you'll find comprehensive and free resources including a downloadable 'Advanced Selling Guide' and eBay University where you can take lessons in selling either in person or online.

## **Learn From The Best**

Learn valuable skills from eBay experts.

Seller Onramp and Seller Best Practices are also links available on eBay for those who would like access to more expert selling advice.

## **Another Way**

Besides selling goods, you can also make money on eBay by becoming an affiliate and building your own eBay stores (websites). This is a simple operation when you use the [Build A Niche Store](#) software. Try it!